

WHAT IS “EAT SMART. PLAY HARD.™ WITH PRORODEO®”?

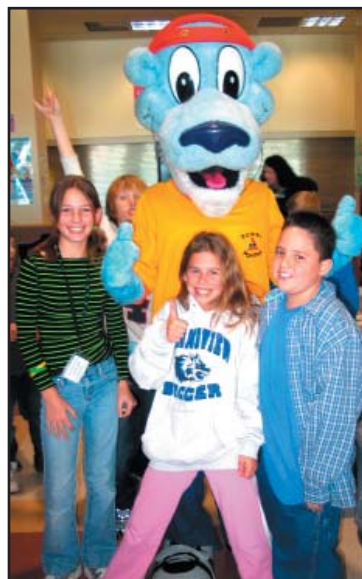
A partnership between USDA Food and Nutrition Service (FNS) and the Professional Rodeo Cowboys Association (PRCA) began in 2003 to promote participation in the Summer Food Service Program (SFSP). After the success

with the SFSP, the partnership is now expanding to the National School Lunch Program. In partnering with PRCA, you will be able to heighten awareness



of the importance of healthy eating and physical activity, while sharing the message “Eat Smart. Play Hard.™ with ProRodeo.®”

Currently, the partnership is operating in 12 states: Colorado, Iowa, Kansas, Missouri, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming, Texas and Oklahoma.



WHAT CAN THE FNS/PRCA PARTNERSHIP BRING TO YOUR SCHOOL?

The partnership offers many benefits such as positive PRCA role models, World Champion bareback and bull riders, Miss Rodeo America, and State Rodeo Queens who help FNS and your school emphasize the importance of a healthy lifestyle.

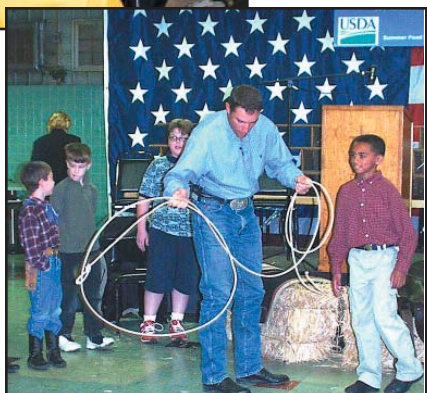


WHAT DOES AN FNS/PRCA SCHOOL VISIT LOOK LIKE?

The visit can be as formal as the school would like. It can be held during an assembly for the entire school or target a specific grade. It can also be part of a scheduled school activity. Depending on the size of the audience, the visit could be outdoors where the PRCA member could demonstrate their rodeo skills more easily. The options available to schools hosting a visit are countless and your flexibility will help ensure a successful visit.

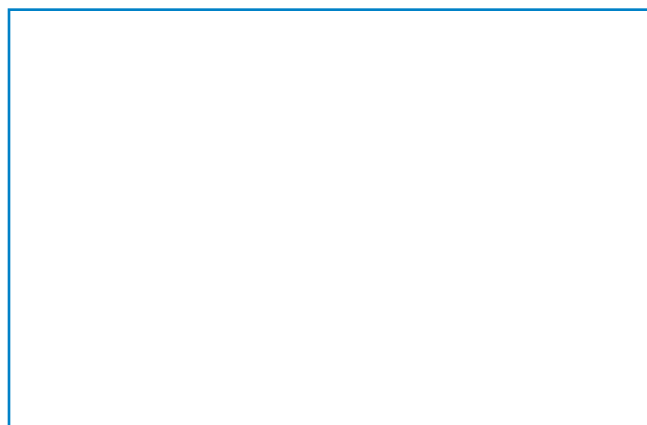
HOW DOES YOUR SCHOOL REQUEST A VISIT FROM A PRCA MEMBER?

Scheduling a visit from a PRCA member involves coordination among your school’s authorized representative, the State Agency, FNS and PRCA. Depending on the State Agency’s preference, a school’s authorized representative contacts either the State Agency or the FNS Regional office with their request for a visit. PRCA is then advised by the State Agency or FNS that a request has been received. At this point, PRCA and the school will be put in direct contact and will coordinate arrangements. Please see the back cover of this brochure for contact information.



Eat Smart. Play Hard.™

For more information in your state contact:



**Or at the FNS Mountain Plains
Regional Office, contact a member
of the Summer or School teams
at 303-844-0354.**

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call (800)795-3272(voice) or
(202)720-6382(TTY).
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**Eat Smart.
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with
ProRodeo®
*A Guide for Schools***

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